

10

FIG. 1

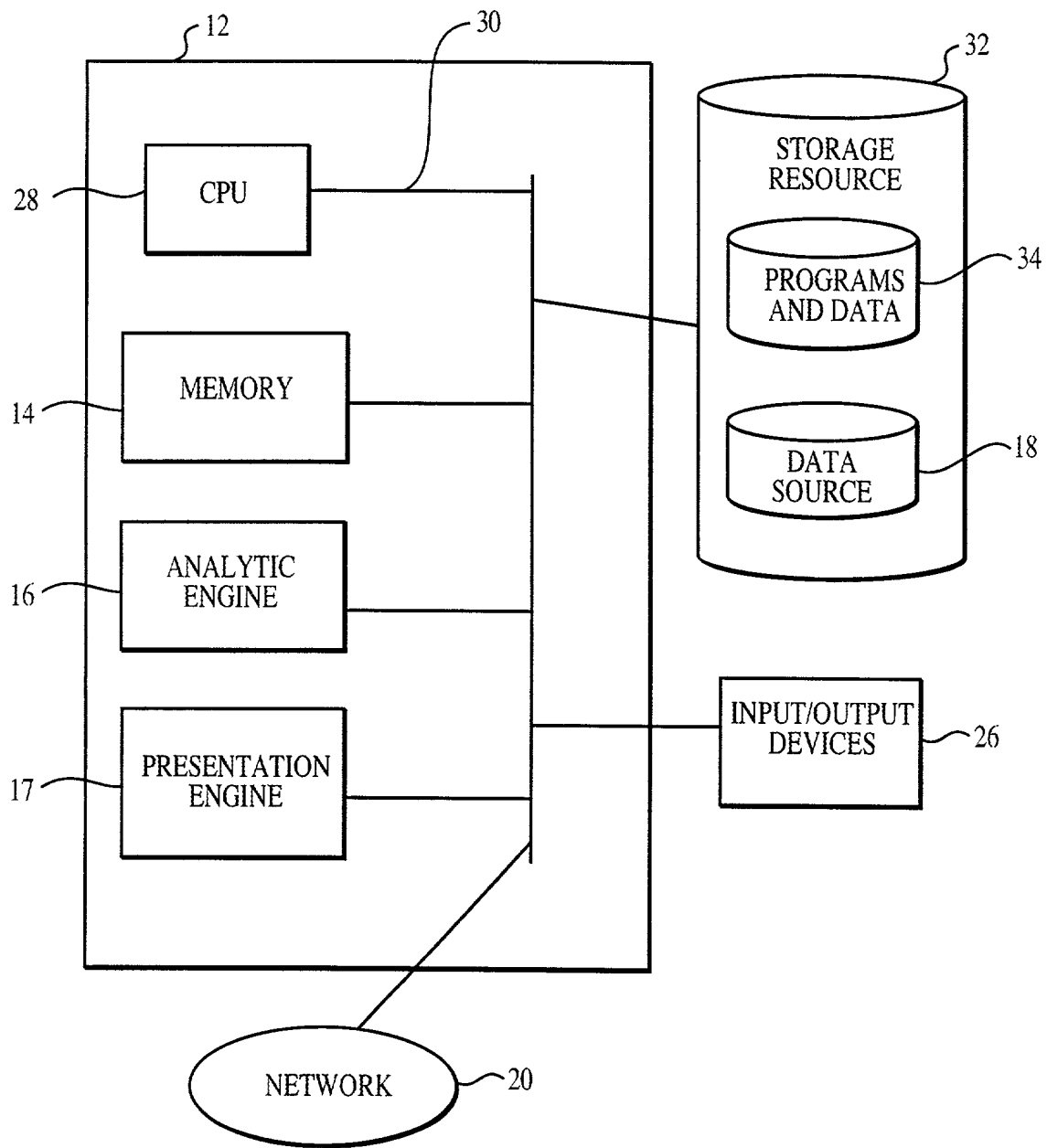


FIG. 2

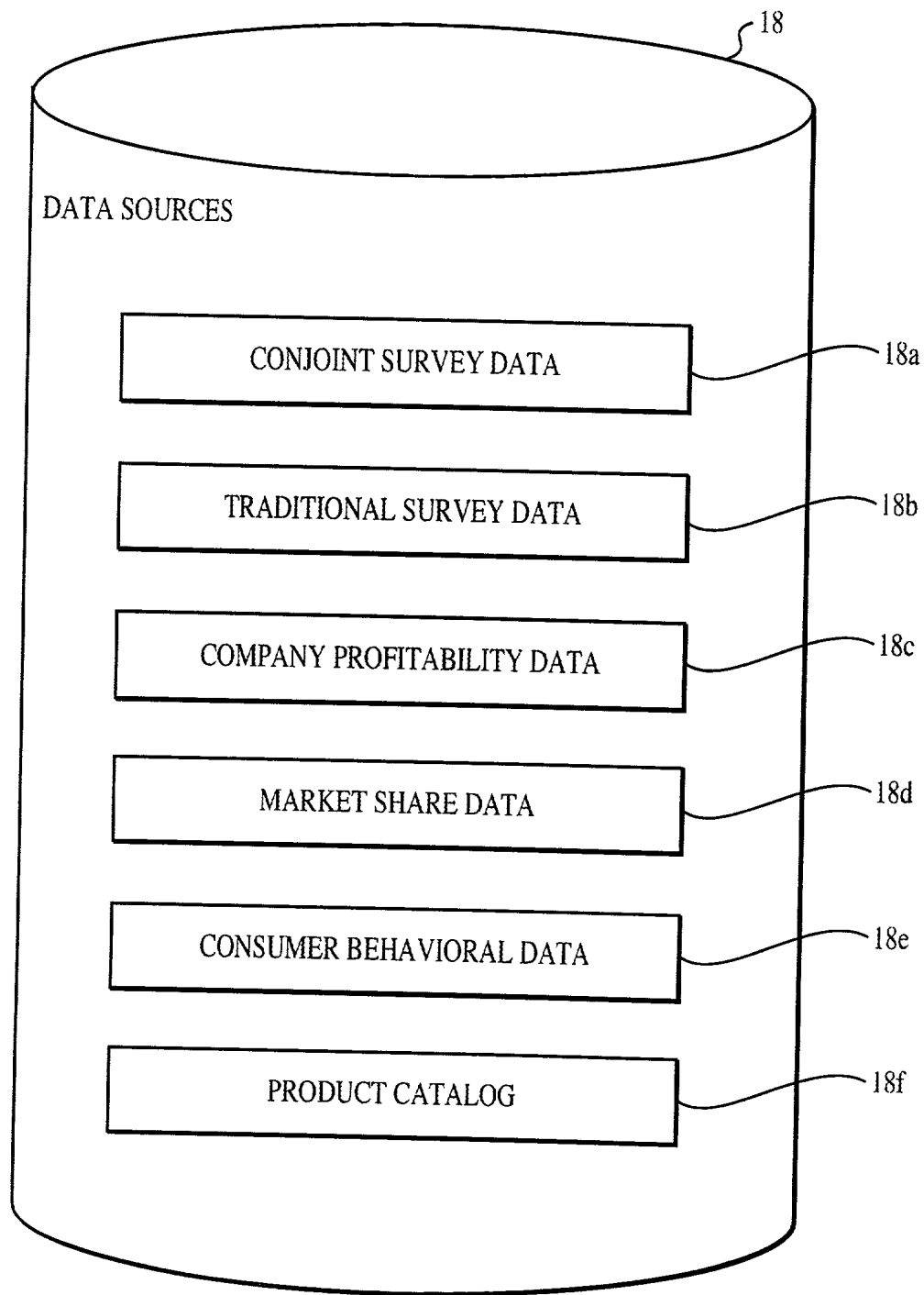


FIG. 3

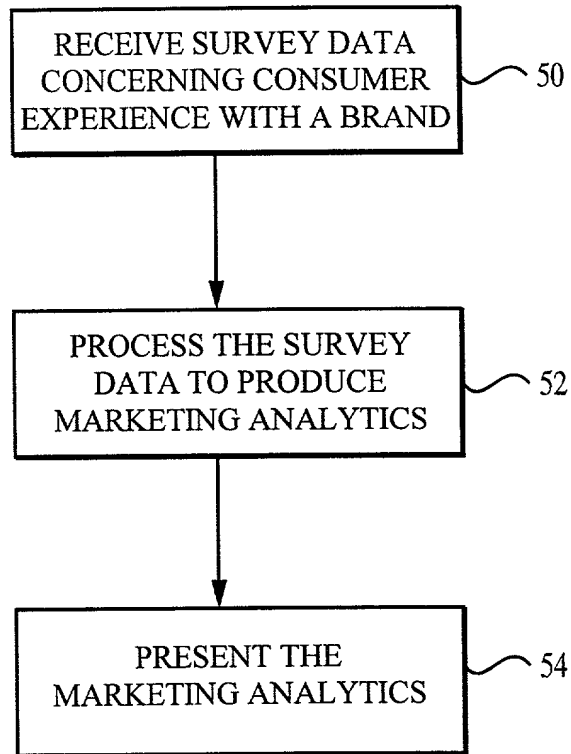


FIG. 4

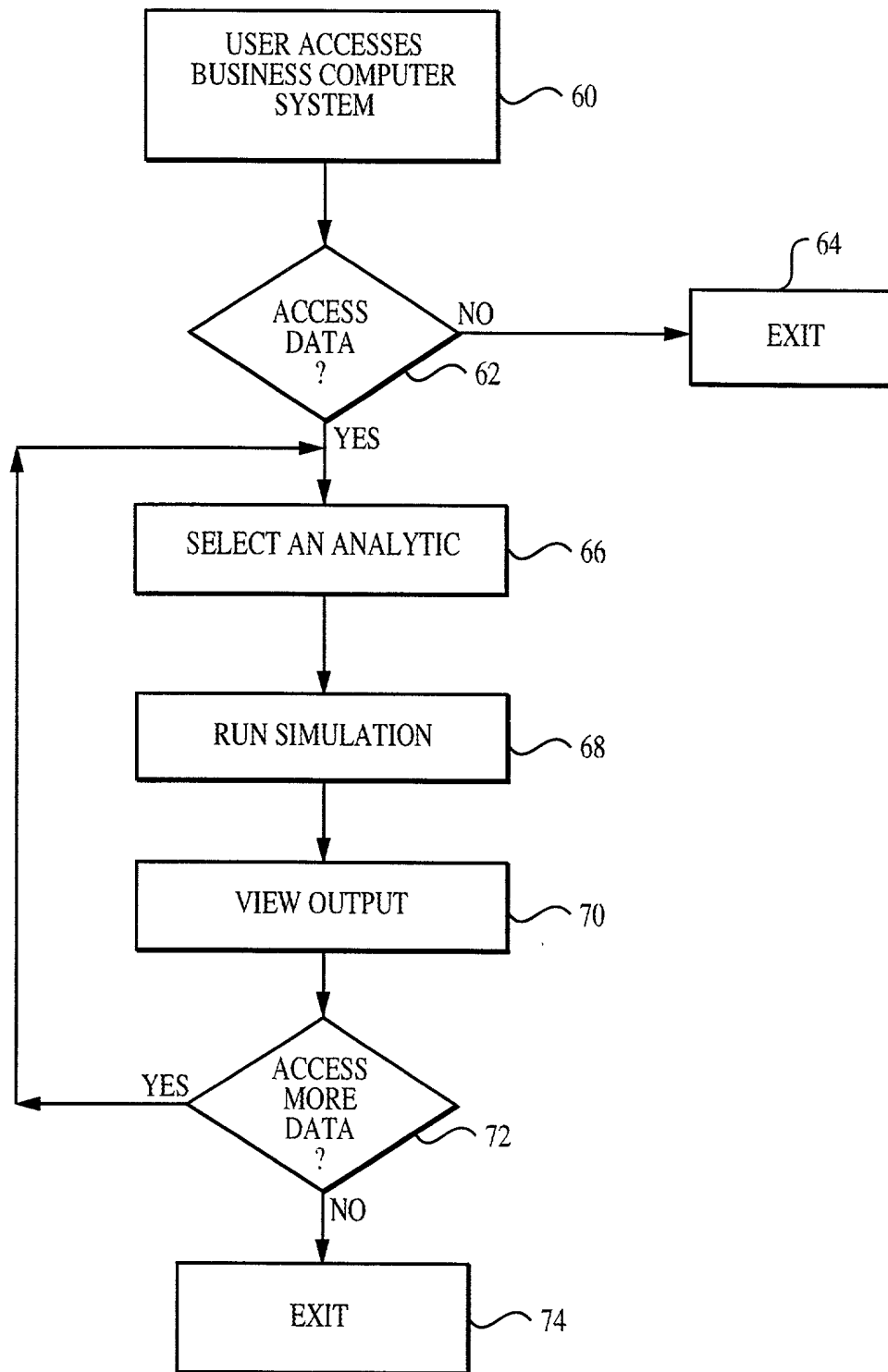
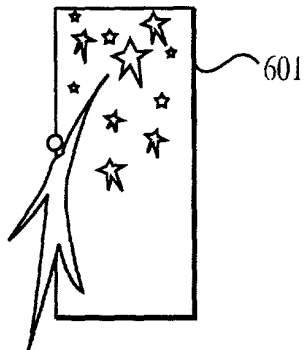


FIG. 5



WELCOME TO THE MARKETING DECISION TOOLKIT. THIS TOOLKIT
WILL PROVIDE THE USER WITH MARKETING ANALYTICS BASED ON
WEBSITE INDUSTRY INFORMATION. ARMED WITH THESE ANALYTICS,
THE MARKETING PROFESSIONAL IS ABLE TO MAKE EFFECTIVE
MARKETING DECISIONS.



FIG. 6A

ACCESS DATA?

YES NO

611

612

TOTAL UTILITY (OVERALL SCORE)	612a
IMPROVEMENT OPPORTUNITY SIMULATIONS	612b
TOTAL UTILITY (BY PARAMETER)	
TOTALY UTILITY TREND ANALYSIS	
ATTRIBUTE IMPORTANCE SCORES	
TOP AND BOTTOM 3 IMPROVEMENT OPPORTUNITIES	
COMPETITIVE ADVANTAGES AND OPPORTUNITIES	
MARKETING FUNNEL	

610

FIG. 6B

ACROSS ALL PARAMETERS

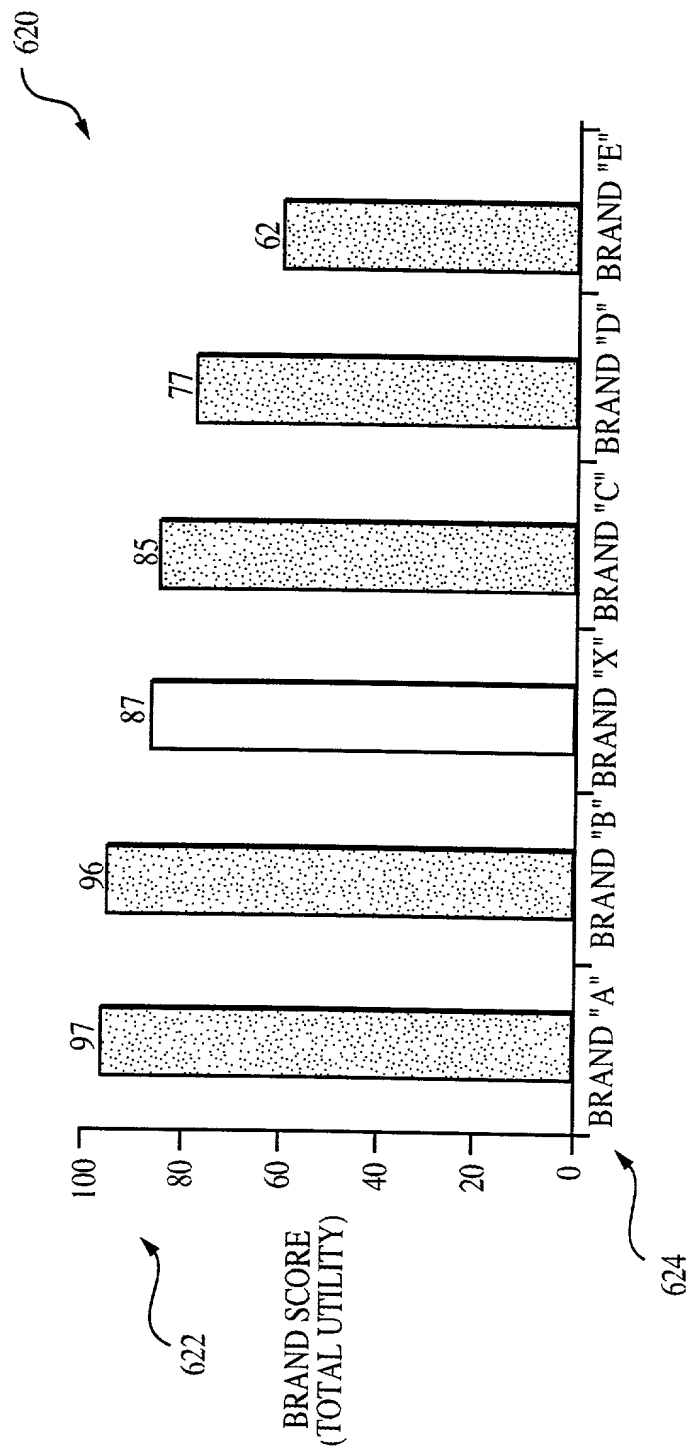


FIG. 6C

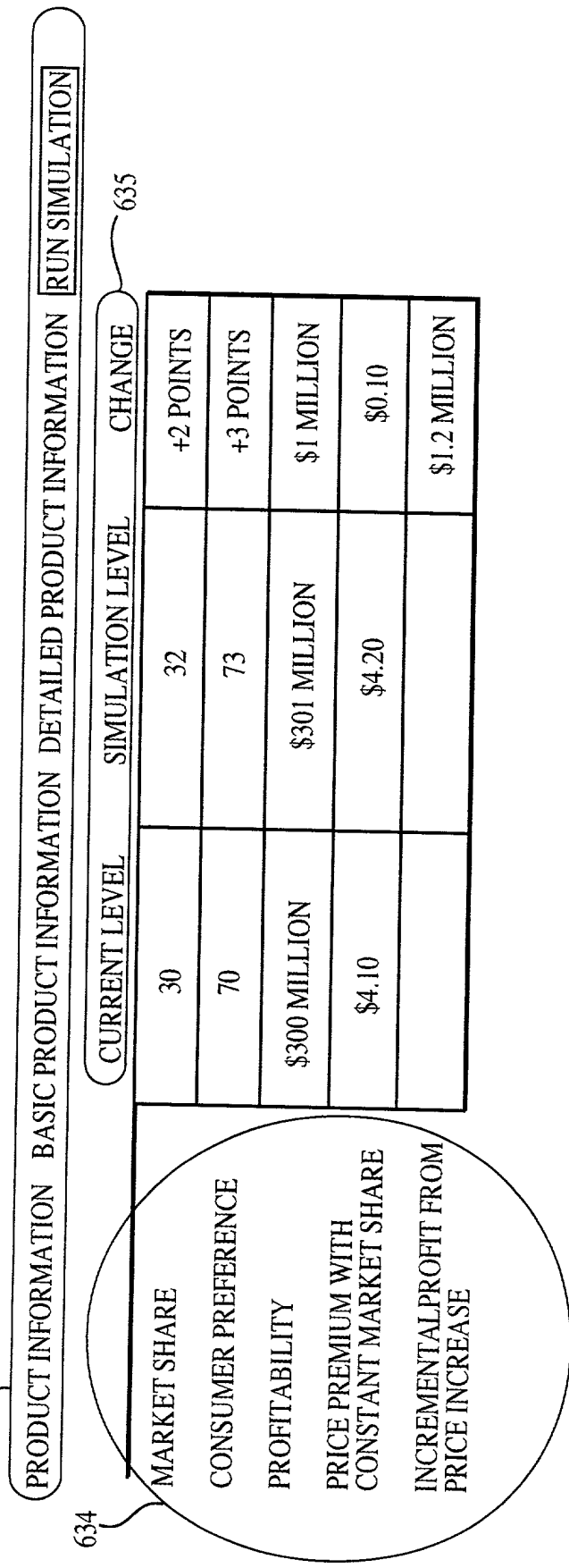


FIG. 6D

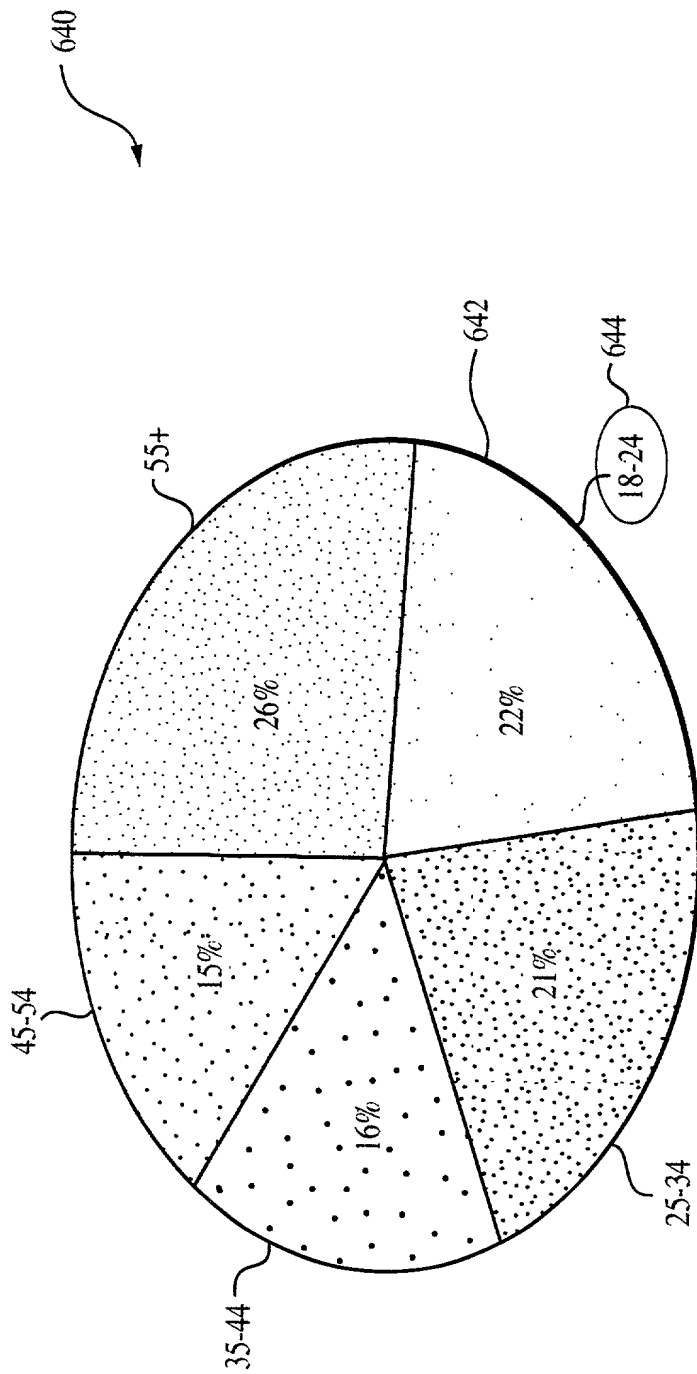


FIG. 6E

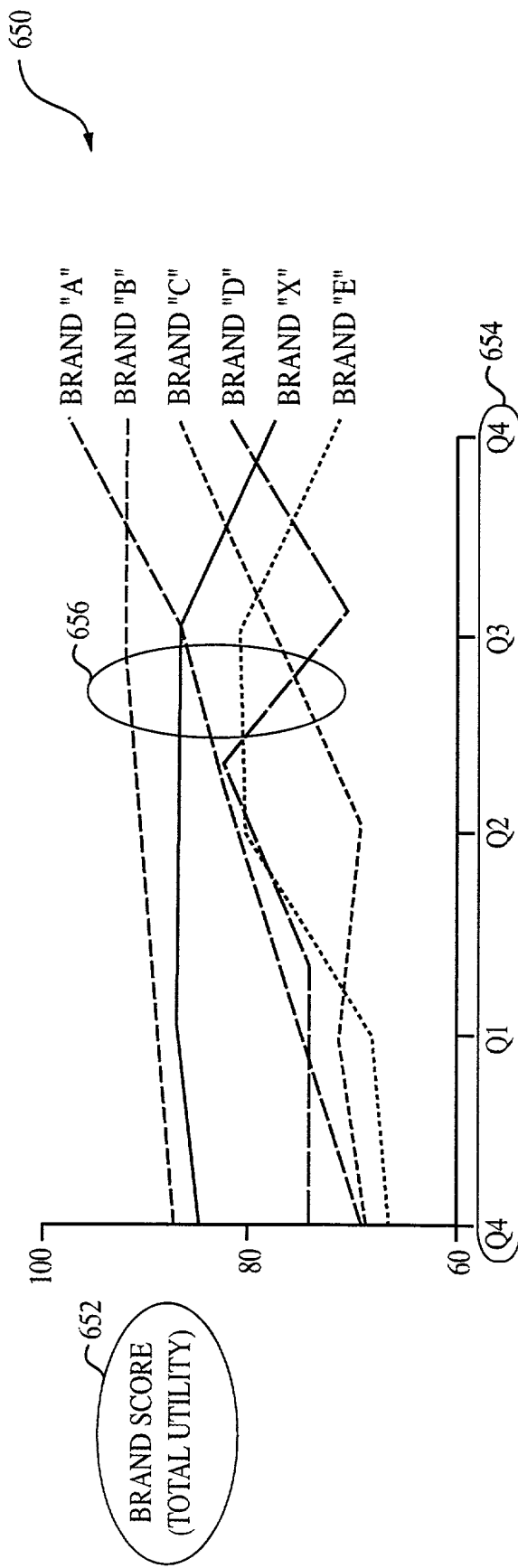


FIG. 6F

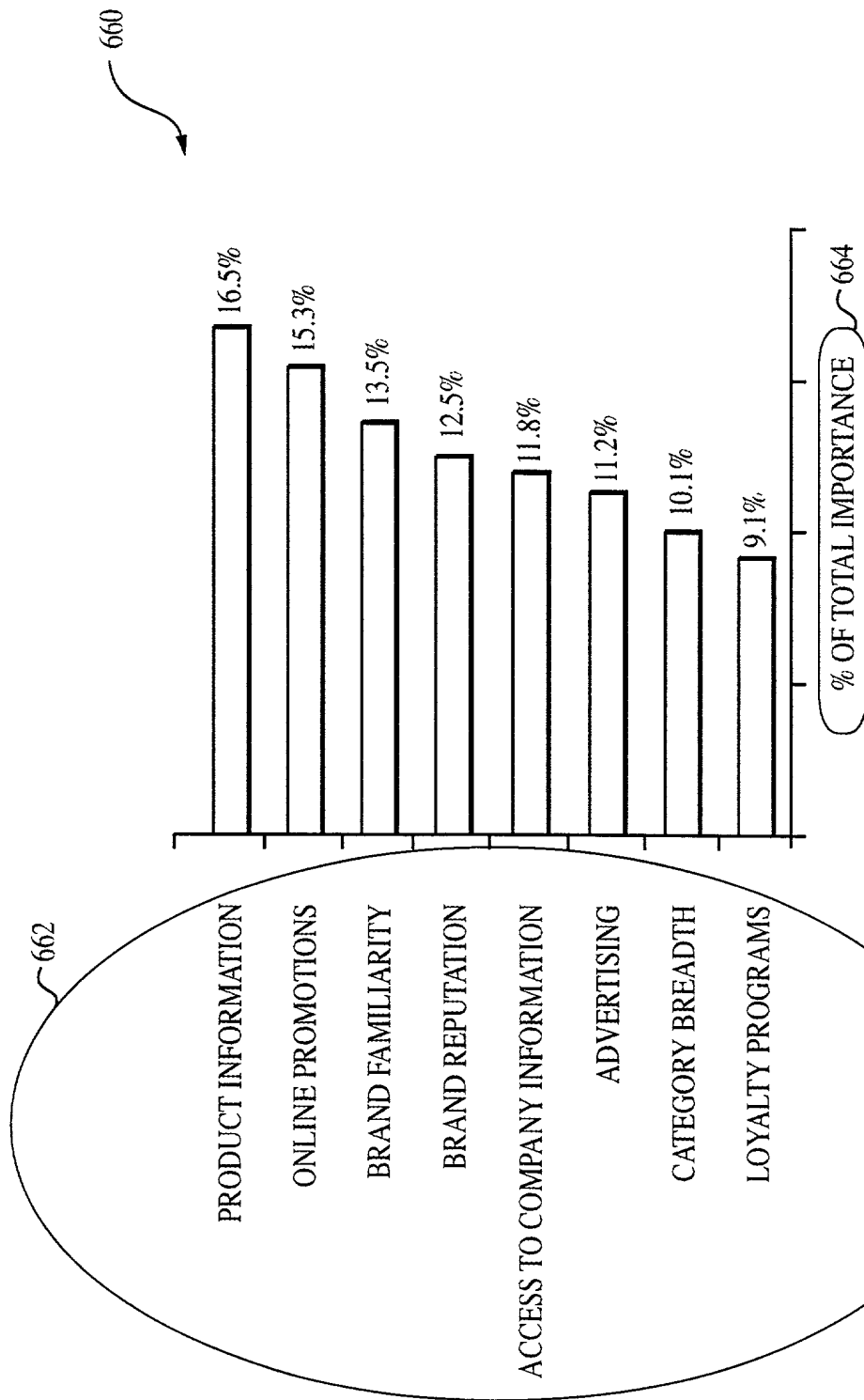


FIG. 6G

670

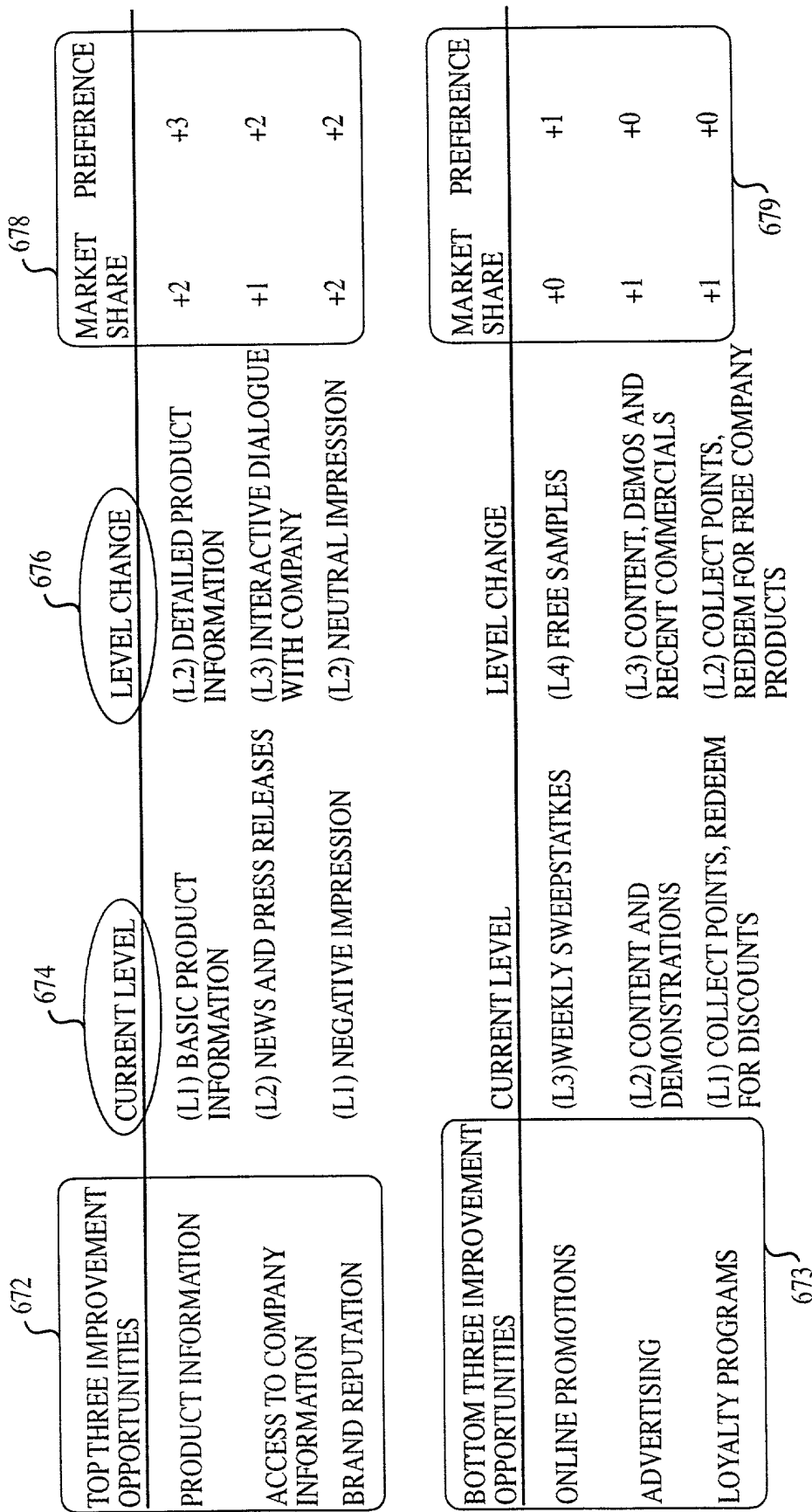


FIG. 6H

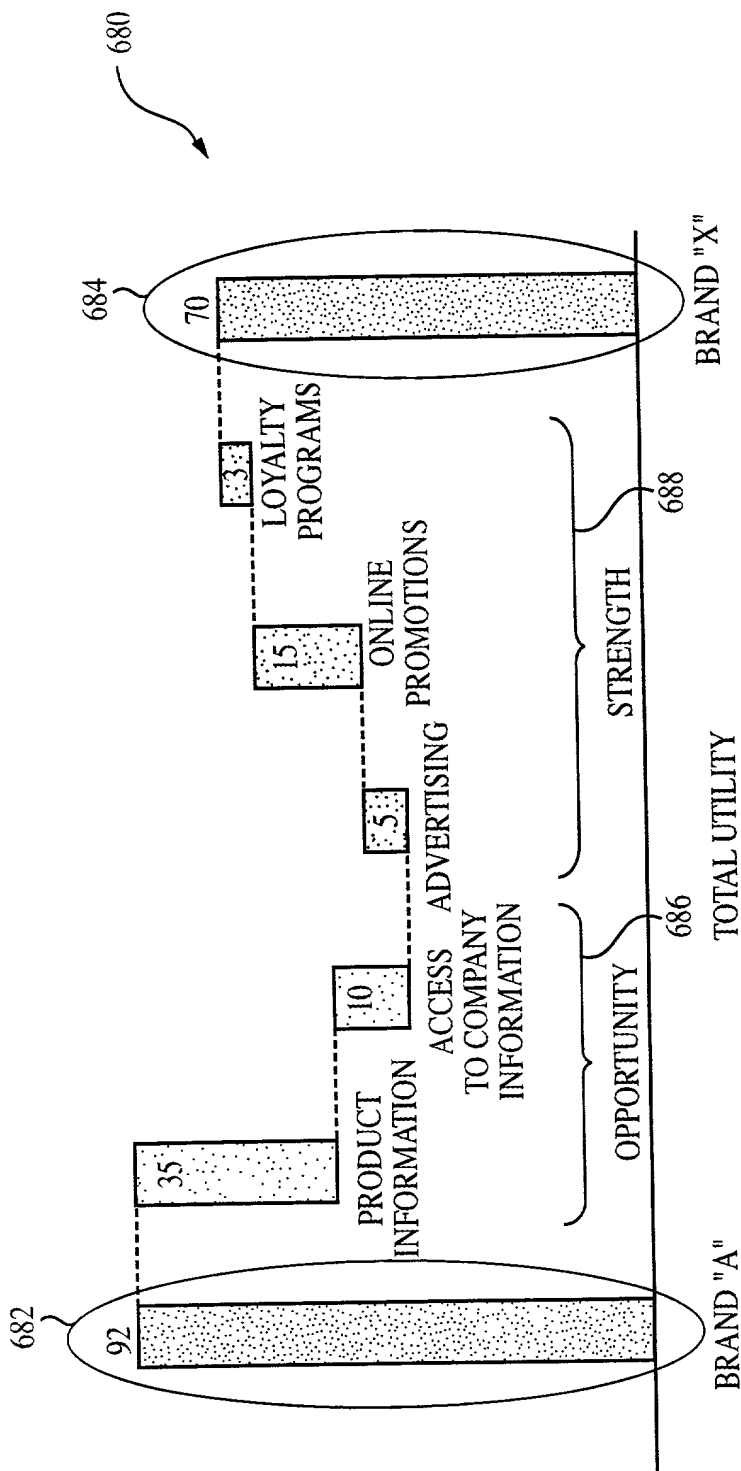


FIG. 6I

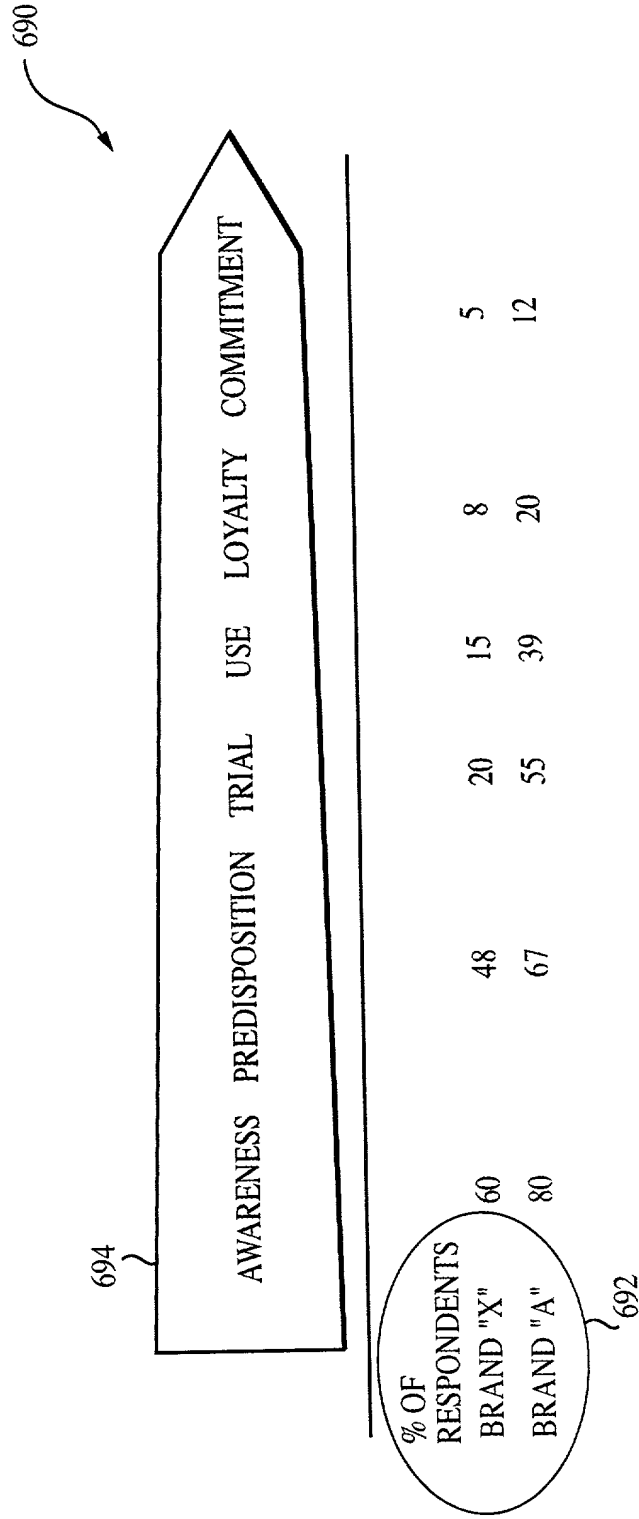


FIG. 6J